

## **Wethersfield Tourism Commission**

### **Meeting Minutes**

Tuesday, September 27, 2011 5:30 pm  
Town Hall, Town Manager's Conference Room

- 1) Call to order – The meeting was called to order at 5:30 p.m. by Chair Traczyk.
- 2) Roll call (5 members required) – Members in attendance – Traczyk, McHugh, Sullivan, St. Onge, Hall and Ford.
- 3) Approval of Minutes – There were no minutes to approve.
- 4) Open issues (Old Business)
  - a) CT Culture & Tourism Cooperative Marketing Challenge Grants
    - i) Website – Chair Traczyk reported that the Town Manager's office was coordinating the RFP process and noted that a user's survey had been conducted. No timeline was available. Chair Traczyk reported that staff should check on our grant expiration date. Elaine St. Onge motioned to request a grant extension, Carol Hall seconded the motion and the vote showed all members in favor. Chris Traczyk distributed a list of suggested improvements for the Tourism pages.
    - ii) Display Ad – Mr. Gillespie distributed a copy of the Fall/Winter 2011/12 CT Getaway Guide and noted the Historic Wethersfield ad placement.
    - iii) Rack Card – Still working on final photo selection.
    - iv) Post Card – Still working on final photo selection.
    - v) Rack Card Distribution – Same as above.
  - b) Stakeholders Meeting – There was consensus to schedule this meeting for November 9 at 8:30 am.
- 5) New Business
  - a) Monthly Event Calendar – It was noted that Jesse Smith was pursuing a new design format for the calendar.
  - b) Wethersfield Heritage Commission – Peter Gillespie reported that Alta Lash was trying to schedule the last few interviews. No details to report.
  - c) Photographs – Peter Gillespie reported that Charles Lyle from the WDS Museum had provided a disk with some photos for use. Chris Traczyk suggested that the Commission should pursue the idea of a photo contest so as to have an updated supply of photos and to celebrate Wethersfield. Peter Gillespie will work on this.
- 6) Reports – Affiliate Commissions/Organizations

- a) Economic Development & Improvement Commission – D McHugh reported on additional façade funding from the State, Salute To Business event scheduled for December 8 and the upcoming Redevelopment Bond Referendums planned.
  - b) Central CT Culture & Tourism - G. Munroe – No report.
  - c) Greater Hartford Convention & Visitors - C. Hall reported that the Bureau was looking for volunteers to assist with upcoming events and that networking meetings were being held.
  - d) OW Shopkeepers – C. Ford reported on the Scarecrows event – 35 entries and that the Hartford Courant was planning an article.
  - e) WHS – Elaine St. Onge reported on upcoming events – October 1 Craft Fair, Lantern Tours, Antique Show.
  - f) WDS – Katie Sullivan reported on Oct 30 Food For the Dead event, Witchcraft Tour, Nov 13 Thanksgiving Dinner, evening House Tours in December.
- 7) Other Business – Dorcas McHugh reported that the Farmers Market may continue through the winter at an indoor location.
- 8) Adjournment – Katie Sullivan motioned to adjourn the meeting at 6:20 pm, Elaine St. Onge seconded the motion and the vote showed all members in favor.

Respectfully Submitted

Peter Gillespie

Town Planner/Economic Development Manager.